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מוחם מנחם שניאורסאן
ליובאוויטש
איסטערן פארקוויי 770
ברוקלין, נ. י.

By the Grace of G-d
20th of Kislev, 5733
Brooklyn, N.Y.

To the Participants in the
Chanukah Chassidic Concert
Headed by Mr. Rachmiel Ruch, Chairman
Detroit, Mich.

G-d bless you all.

Greeting and Blessing:

I was pleased to be informed of the forthcoming Chanukah-Chassidic Concert. May G-d grant that it should be a complete success, materially and spiritually.

It is customary among Jews to relate an event to the time in which it takes place. Thus, the forthcoming Concert has many auspicious points in its favor.

To begin with, as emphasized on recent occasions, this year was ushered in by Rosh Hashanah that occurred on Shabbos. Also the entire year itself is steeped in the spirit of Shabbos, being a Shemittah (Sabbatical) Year.

Furthermore, and this is particularly relevant to any activity connected with Chabad-Lubavitch, the 19th of Kislev, the Liberation Day of the Alter Rebbe, Founder of Chabad, and a historic turning point for the Chabad movement, also occurred this year on Shabbos. The Alter Rebbe considered it significant that his liberation came on the Yahrzeit Anniversary of the Maggid of Miezricz, whose disciple and successor he was. It is noteworthy that this year the 19th of Kislev marked the 200th Yahrzeit anniversary of the Miezriczer Maggid.

The imprint of Shabbos which is so pervasive this year, as indicated above, is surely very auspicious for every effort dedicated to the spreading of the good and the holy in this troubled world. For, Shabbos spells rest and peace, and dispells anxiety. Shabbos is also a day of Zemiros, of inspired song and melody; the kind of song which not only expresses inner joy, but also elevates the spirit and edifies the Neshomo, so that the influence of Shabbos is felt throughout the week and in all mundane affairs.

May G-d grant that the Concert should combine all the said spiritual elements, coupled with material success which, in this case, will also be converted into the spiritual - in the vital and far-reaching educational activities of the Merkos Lubavitch both locally and in the Holy Land. And may it all be carried out in the spirit of Chanukah - lighting more and more candles and increasing the light.

With esteem and blessing

M. Schneerson